

**Minutes of City Council Briefing**  
**Monday, February 10, 2025 – 5:00 P.M.**  
**City Hall 1<sup>st</sup> Floor Conference Room**  
**11 North 3<sup>rd</sup> Street, Jacksonville Beach, FL**



The Council Briefing began at 5:00 P.M.

The following City Council Members were in attendance:

**Mayor:** Christine Hoffman

**Council Members:** Sandy Golding      Bill Horn (late)      Dan Janson  
Greg Sutton      John Wagner      Bruce Wouters

Also present were City Manager Mike Staffopoulos, Deputy City Manager Karen Nelson, City Attorney David Migut, Communications Manager Jacob Board (remote), and Deputy City Clerk Jodilynn Byrd.

**Purpose of Briefing**

The purpose of the Briefing was to discuss the City's Communications Plan.

**City Manager**

**City Communications Plan**

City Manager Mike Staffopoulos introduced Michelle Bono and Jessie Betts-Bono of Bono Communications & Marketing, LLC. Ms. Bono and Ms. Betts-Bono reviewed a presentation with the Council.

Conversations ensued regarding the Communications Strategic Plan for the City of Jacksonville Beach. The City Council participated in an exercise to identify the top priorities in the Communications Strategic Plan.

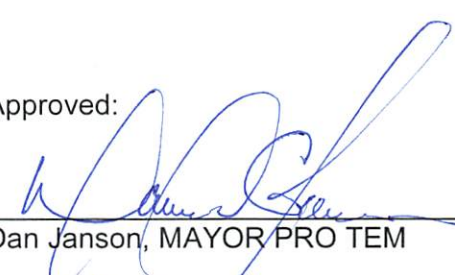
Ms. Bono and Ms. Betts-Bono identified the following as the next steps of the project:

- Complete the communications audit of existing channels
- Work with City staff on garnering resident and business feedback on ways to enhance outreach, communication, and engagement
- Draft the Comprehensive Communications Strategic Plan
- Allow opportunity for feedback
- Present the final plan to City Council in Spring 2025

The Briefing adjourned at 7:00 P.M.

Submitted by: Jodilynn Byrd  
Deputy City Clerk

Approved:

  
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Dan Janson, MAYOR PRO TEM

Date: FEB 18<sup>th</sup> 2025